

Department of Community and Economic Development

Economic Development Committee Meeting

July 11, 2005

4:00 p.m.

4th Floor Conference Room 4A

City Hall

777 B Street

Hayward, CA 94541-5007

A G E N D A

Public Comments: (Note: For matters not otherwise listed on the agenda. The Committee welcomes your comments under this section but is prohibited by State Law from discussing items not listed on the agenda. Your item will be taken under consideration and referred to staff.)

- 1. Call to Order**
- 2. Approval of Minutes (June 7, 2005)**
- 3. Economic Development Activities Update (June 2005)**
- 4. Election and Seating of FY 2005-06 EDC Officers**
- 5. 2005/06 Meeting Schedule**
- 6. 2005/06 Future Agenda Items**
- 7. Committee Member Announcements**
- 8. Adjournment**



Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Please request the accommodation at least 48 hours in advance of the meeting by contacting Katy Ramirez at 510/583-4250 or by calling the TDD line for those with speech and hearing disabilities at 510/247-3340.

**ECONOMIC DEVELOPMENT COMMITTEE
REGULAR MEETING MINUTES
JUNE 6, 2005**

CALL TO ORDER: Chair Mullins called the meeting to order at 4:15 p.m.

ATTENDANCE:

Committee Member	Present 6/06/05	All Meetings Year to Date		Meetings Mandated By Resolution	
		Present	Absent	Present	Absent
Timothy Barrow	✓	10	1	10	1
Mayor Cooper	no	9	2	9	2
Council Member Ward	no	7	4	7	4
Council Member Dowling	no	10	1	10	1
Ed Mullins (Chair)	✓	11		11	
Joel Peña (Vice Chair)	✓	8	3	8	3
Lisa Ringer	no	8	3	8	3
Kenneth Gibson	✓	8	3	8	3

OTHERS ATTENDING:

Sally Porfido, Economic Development Specialist
Nancy Rogers, Bay East Association of Realtors
Gail Patton, Neighborhood & Economic Development Manager
David Stark, Housing Development Specialist

PUBLIC COMMENT: None

APPROVAL OF MINUTES: The minutes of June 6, 2005 were approved.

ECONOMIC DEVELOPMENT ACTIVITIES UPDATE FOR JUNE:

1. Staff met with Leslie Sims, Senior V.P. of Bay Area Industry and Education Council regarding for an overview of their services for the business community. They provide worker assessment readiness in three key areas; Communications, Problem Solving, and Interpersonal Skills. These worker assessment tools are at a cost to the business, depending upon number of employees involved.
2. Bruce Kern of E.D.A.B. arranged for him and Sally to meet with Mark Petri, Director of Sales for Injex Industries, Inc. to review their current operation and their upcoming expansion. Injex is an automotive parts manufacturer and 90% of their business is to NUMMI. They have 283 employees. They also own Plastikon Industries in Hayward which has 142 employees.

Their main issue is they want to expand their operation to begin to manufacture painted parts

for NUMMI. They have a new property at 30782 Huntwood, Hayward which is where they want to set up the painted parts facility. The cost to equip this facility will be \$1.5 million and \$500,000 of this cost is for an after-burner they are required by the Bay Area Air Quality Management District to have in the Bay Area.

Bruce Kern is working with the State of California to try to secure financing for this equipment. He will also attempt to arrange a meeting with the Air Quality Board. Sally Porfido will work with Bruce to assist Injex with their expansion.

3. Staff assisted 30 telephone requests for various types of small business information and for small business start-up assistance. Staff referred the start-up applicants to appropriate contacts at the SBA regarding the MicroLoan Program and the SOHO Loan Program and gave appointment information for the Hayward Chamber of Commerce SBA Score counselor. In addition, SBA Start-Up Information booklets were sent to those who were interested in receiving one.

NOMINATING COMMITTEE:

A Nominating Committee was chosen as follows: Joel Pena, Kenneth Gibson, and Tim Barrow. They will meet to propose nominations for the new Chair and Vice Chair for next year. New officers will be seated at the July 11, 2005 EDC meeting.

RESIDENTIAL REAL ESTATE UPDATE:

Nancy Rogers, Public Affairs Director of BayEast Association of Realtors gave a power point presentation on Hayward Housing Market, as of June 6, 2005. As of March 2005, in Alameda County, the median price of a new home is \$1,000,000 and of existing detached homes was \$665,200, up 25.88% over last year. In Hayward the median home sales price was \$500,000 up 25% over last year.

Ms. Rogers explained that the townhome market will be a very stable and a growing market due to affordability. People who moved into the Central Valley area years ago are willing to move back into the Bay Area and many of them are looking at town homes as an affordable alternative to a detached home.

Ms. Rogers suggested keeping an eye on the housing affordability index in Alameda County. She said they would like to see housing affordability at 30%, but it is now down to 12% county wide. In Hayward the housing affordability index is 13%. They are seeing more than one family going in together to be able to afford to purchase a house.

The housing bubble is not likely to burst and she projects that for 2006 home prices will increase an average of 18%. The listing price is still seen as a suggestion with most people bidding over the listing price in order to purchase the home.

COMMITTEE MEMBER ANNOUNCEMENTS:

None.

ADJOURNMENT: Meeting was adjourned at 5:10 p.m.

ECONOMIC DEVELOPMENT COMMITTEE 2005/2006 MEETING SCHEDULE

Meeting Location: CITY HALL
4TH FLOOR CONFERENCE ROOM 4A
777 B STREET
HAYWARD, CALIFORNIA

Meeting Time: 4:00 P.M.

Meeting Dates: The Economic Development Committee meets on the first Monday of each month except where noted otherwise.

July 11, 2005 Second Monday

August 1, 2005 No meeting

September 12, 2005 Second Monday

October 3, 2005

November 7, 2005

December 5, 2005

January 9, 2006 Second Monday

February 6, 2006

March 6, 2006

April 3, 2006

May 1, 2006

June 5, 2006